



**AGENDA**  
**Downtown Revitalization Team**  
**Friday, January 29, 2021**  
**11 a.m.**

1. Welcome – Mayor Fischer
2. Downtown Strong and Role of Steering Committee – Rebecca Matheny, Louisville Downtown Partnership
3. Homeless Efforts – Chief Vincent James
4. Project Charter review – Jeff O’Brien, Louisville Forward
5. Outline discussion – Rebecca Fleischaker, Louisville Forward
6. Group Discussion

## Downtown Revitalization Project

Executive Sponsor(s): Rebecca Fleischaker & Jeff O'Brien

Project Manager: Andrea Brown

**Executive Summary:** Downtown Louisville is in a state of temporary decline with the COVID-19 pandemic forcing mass remote working and significant reductions in travel and tourism. Small businesses have been closed with the significantly reduced daytime population, and some are facing permanent closure. Combined with racial justice demonstrations through the summer and an increase in homelessness, these near-term challenges need to be addressed to revitalize downtown as vaccines are being administered to the population. An action plan needs to be developed so that downtown is ready to return to a place of gathering, commerce, and tourism space once the pandemic ceases.

**Problem Statement:** Downtown faces real and perceived issues of safety and unclean conditions, as well as not being welcoming to our entire community. Actions must be taken to address graffiti, litter, unwanted street behavior, and accessibility to prepare downtown for residents, workers and visitors once the pandemic ceases.

**Goal Statement:** To create an action plan to revitalize Downtown Louisville by 5/1/21. That plan should identify ongoing and new efforts to improve the state of Downtown.

Current State, Assumptions and Constraints		Project Team Members	
<p>Current State:</p> <ul style="list-style-type: none"><li>Low worker and visitor population due to pandemic.</li><li>No events or other activities to generate positive momentum due to pandemic.</li><li>Proliferation of graffiti, litter and unwanted street behavior.</li></ul> <p>Assumptions:</p> <ul style="list-style-type: none"><li>Not all businesses will return full workforce downtown</li><li>Visitors may be slow to return due to lingering effects of pandemic and perception of city in wake of racial justice demonstrations</li><li>Funding will be available to make certain improvements in the short-term and long-term.</li><li>The project team will have access to all required resources and the authority to implement recommendations</li></ul> <p>Constraints:</p> <ul style="list-style-type: none"><li>This project has no budget</li><li>Continued pandemic conditions with unknown end</li><li>The project must line up with Metro budgeting process</li></ul>		Louisville Forward Louisville Downtown Partnership Community Building LMPD Public Works	
<b>Success Measures:</b> Completed and approved action plan; actions taken during project to beautify and improve downtown/implementation of Clean Collaborative; find owners of any suggested longer-term strategies		<b>Known Deliverables:</b> Downtown Revitalization Action Plan	
<b>In Scope:</b> Project work to create and execute an action plan that Metro or others can own.	<b>Out of Scope:</b> Duplicative efforts and project work that focuses on long-term, visionary (beyond 6 month) actions.	<b>Timing and Budget:</b>  Timeline Three (3) months  Budget – None	<b>Key Decision Makers:</b> Rebecca Fleischaker, Jeff O'Brien, Rebecca Matheny, LLT  <b>Key Stakeholders:</b> LLT, Downtown Revitalization Team (Downtown stakeholder group)

### Signatures with Dates

Executive Sponsor : \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor of Project Manager : \_\_\_\_\_ Date: \_\_\_\_\_

Project Manager: \_\_\_\_\_ Date: \_\_\_\_\_

**Geography** – Nulu, Medical District, CBD

**Who** – Business, Tourism, Residents

**Areas of Interest** – Clean, Safe, Homelessness, Welcoming

1. **Clean** – work with partners LDMD/Codes & Regs on identifying quick initiatives
  - a. Tree well maintenance and replant
  - b. Increased graffiti removal
  - c. New app for Homeless outreach teams to send information to Public Works
  - d. Enforcing city ordinances
2. **Safe** - work with partners LMPD/Public Works on identifying quick initiatives
  - a. Increased LMPD presence
  - b. LMPD hiring 2 individuals for downtown and working with outreach teams
  - c. Improved lighting
3. **Homelessness** – work with partners RCS/Chief James/LMPD/Coalition for the Homeless on identifying quick initiatives
  - a. New Division of Homeless Services in Metro – hiring a program manager and 3 coordinators, one of which is dedicated to Downtown
  - b. Partnering with St. John’s for outreach team
  - c. Metro building system for new Downtown Task Force to focus on Homelessness
4. **Welcoming**
  - a. Messaging (launching media campaign by end of Jan)
    - i. Downtown Strong/Lou Needs You media campaigns (GLI, LDP, Lou Tourism, Lou Metro) – clean and safe, supporting downtown small businesses
    - ii. Restaurant and business campaign – eat/buy local highlights (current and ongoing)
    - iii. Private Investment – highlight as confidence
      1. Baird – office investment, back to work, renewed KFC Yum! Sponsorship
      2. Starks – new arts-based apartment development
      3. Hughes Lofts/Thoroughbred Society Building (former Fetzner Building)
      4. Essex Development boutique hotel (former Landmark Building)
      5. Hyatt Place hotel
      6. New restaurants in former Griff’s (Smoked on Second, One Thirty Three)
      7. Edge neighborhoods: Gateway to Nulu, acquisition of Joe Ley, Nulu Marketplace (West Sixth Brewery, Emmy Squared), La Bodeguita, Ten20 Brewery, Nulu Yards, Tempo Hilton
  - b. Events – identify strategy to bring people downtown for events in COVID safe environment (on-street dining, Cyclouvia event, Resurfaced, etc.)
  - c. Performing and visual arts
5. *Long Term Strategies*
  - a. Office strategy – due to expected COVID-related downturn of office use
    - i. Downtown expansions and investment (Baird, 500 W. Jefferson owners, CPU)
    - ii. Form committee around reuse of space, priority properties, research what other cities are doing
  - b. Funding – capital request(s); Task Force to prioritize
    - i. Trees/beautification
    - ii. Infrastructure improvements (street furniture, lighting, underpasses, etc.)
    - iii. Utilities